

GENERAL GOVERNMENT

The General Government Department consists of the Mayor and City Council, the City Manager and staff, the Municipal Court, Public Information Office, the Intercultural Affairs Office, the City Attorney's Office, the City Clerk's Office and the Convention and Visitor's Bureau.

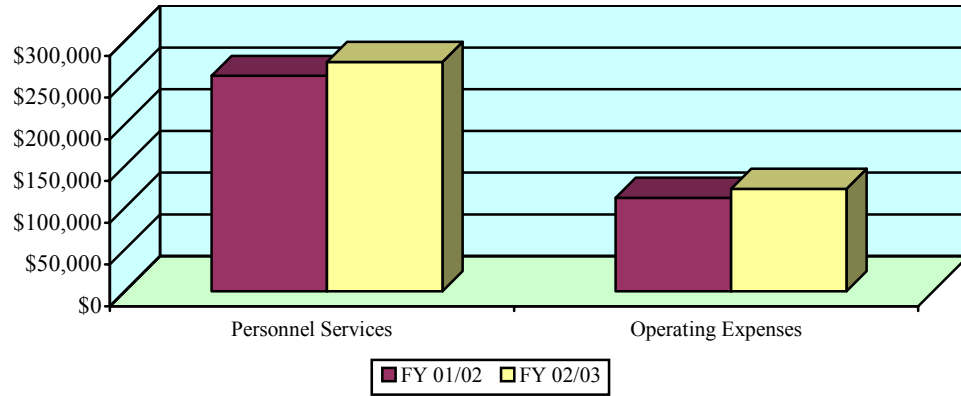
| | |
|---|----------------------------------|
| <u>Office of Mayor and City Council</u> | <u>Appropriation: \$ 397,287</u> |
|---|----------------------------------|

As the chief elected officials, the Mayor and City Council serve as the legislative branch of the municipality, control all finances and property, pass ordinances and establish administrative policies.

The General Fund provides funding support for the Mayor and Council operating budget, which primarily consists of salaries and benefits for the Mayor, eight City Councilors and an Executive Administrator.

| <u>POSITION/CLASSIFICATION</u> | <u>FY 01/02 ACTUAL</u> | <u>FY 02/03 BUDGET</u> |
|--------------------------------|----------------------------|----------------------------|
| Mayor | 1 – EL | 1 – EL |
| Mayor Pro-Tem | 1 – EX | 1 – EX |
| City Councilors | 7 – EL | 7 – EL |
| Executive Administrator | <u>1</u> – EX | <u>1</u> – EX |
| TOTAL: | 10 | 10 |

EXPENDITURE CLASSIFICATION



| | FY 01/02 <u>REVISED</u> | FY 02/03 <u>APPROPRIATION</u> |
|--------------------|----------------------------|----------------------------------|
| Personnel Services | \$ 257,982 | \$ 274,787 |
| Operating Expenses | <u>111,989</u> | <u>122,500</u> |
| TOTAL: | \$ 369,971 | \$ 397,287 |

The mission of the Municipal Court is to administer justice for the people of Santa Fe in a fair and equitable way, keeping in mind that justice is for both the defendant and the victim. The Court seeks to serve as a model, especially in the areas of multi-cultural relations and accessibility.

The Court seeks to provide effective service in the processing of citations and cases, taking a firm stand in the collection of fines and fees as assessed by city departments in the course of their enforcement of the Santa Fe Municipal Code.

2001/02 Operational Highlights:

- Continued to improve and expand the home detention program, significantly reducing the city's incarceration costs for low-risk non-violent offenders.
- Enhanced the use of technology to improve court efficiency, including a new court management system backed by funding from the Municipal Judges Association.
- Earned national accolades for the Alternative Sentencing Program, which has become a model of creativity and innovation for other jurisdictions around the nation.
- Contributed over 30,125 man-hours of labor to the city and various non-profit organizations through the Community Service Work Program.

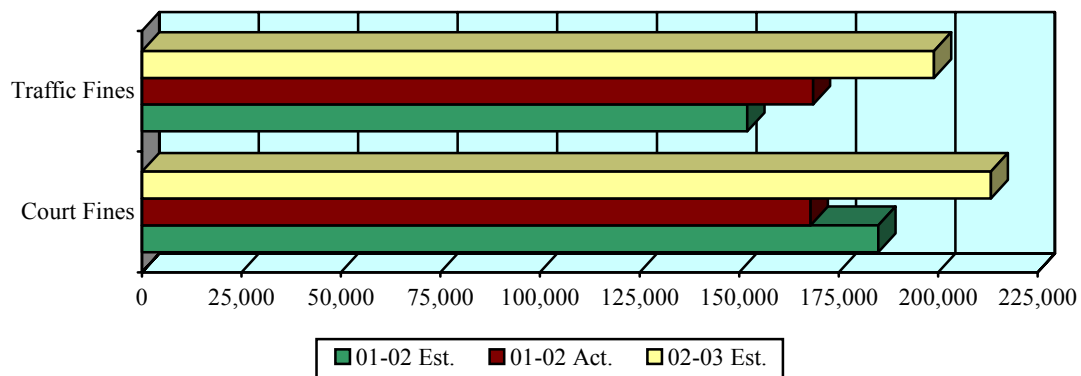
2002/03 Goals and Objectives:

- To increase the collection rate of fines assessed by the court.
- To continue to research and apply for grants to help further alternative sentencing programs.
- To develop new and innovative programs to support restorative/therapeutic justice goals.
- To collaborate with other city departments to find long-term solutions to the problem of collecting outstanding fines and penalties against those summoned to court who fail to appear.
- To establish a collaborative relationship with the Children's Court Judge to facilitate new programs between the two courts addressing various issues affecting youth and their families, including literacy, education, parenting skills, and truancy.

Budget Commentary:

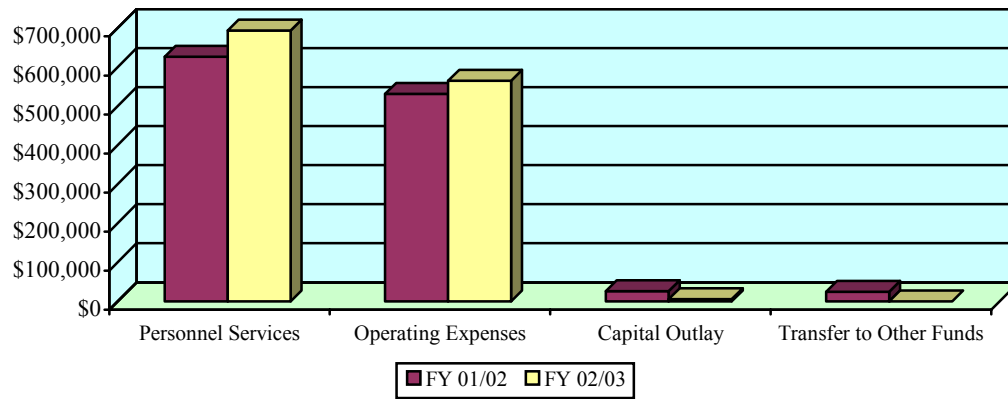
The appropriation of \$1,040,207 provides funding support for the salaries and benefits of the Municipal Judge and 15 staff members and also includes the Judicial Aide contract, grant writing services and other consulting services costs. The capital outlay in FY 00/01 was for court automation.

| <u>Standard Program Measurements:</u> | <u>01/02</u> <u>EST.</u> | <u>01/02</u> <u>ACTUAL</u> | <u>02/03</u> <u>EST.</u> |
|---------------------------------------|-----------------------------|-------------------------------|-----------------------------|
| 1. Traffic violation fines collected | \$ 152,000 | \$ 168,549 | \$ 198,975 |
| 2. Court fines collected | \$ 185,000 | \$ 167,925 | \$ 213,225 |
| 3. Penalties collected | \$ 35,000 | \$ 38,442 | \$ 40,000 |



| <u>POSITION/CLASSIFICATION</u> | <u>FY 01/02</u> <u>ACTUAL</u> | <u>FY 02/03</u> <u>BUDGET</u> |
|---------------------------------------|----------------------------------|----------------------------------|
| Municipal Court Judge | 1 – EL | 1 – EL |
| Confidential Administrative Secretary | 1 – EX | 1 – EX |
| Administrative Supervisor | 1 – EX | 1 – EX |
| Account Technician | 1 – EX | 1 – EX |
| Court Clerk I | 6 – EX | 6 – EX |
| Court Clerk III | 1 – EX | 1 – EX |
| Records Manager | 1 – EX | 1 – EX |
| Bailiff | 1 – EX | 1 – EX |
| Director of Court Services | 1 – EX | 1 – EX |
| Compliance Monitor | 1 – EX | 1 – EX |
| TOTAL: | 15 | 15 |

EXPENDITURE CLASSIFICATION



| | FY 01/02 REVISED | FY 02/03 APPROPRIATION |
|-------------------------|---------------------|---------------------------|
| Personnel Services | \$ 626,656 | \$ 694,190 |
| Operating Expenses | 531,582 | 565,273 |
| Capital Outlay | 26,725 | 6,000 |
| Transfer to Other Funds | <u>24,900</u> | <u>0</u> |
| TOTAL: | \$ 1,209,863 | \$ 1,265,463 |

Office of the City Manager

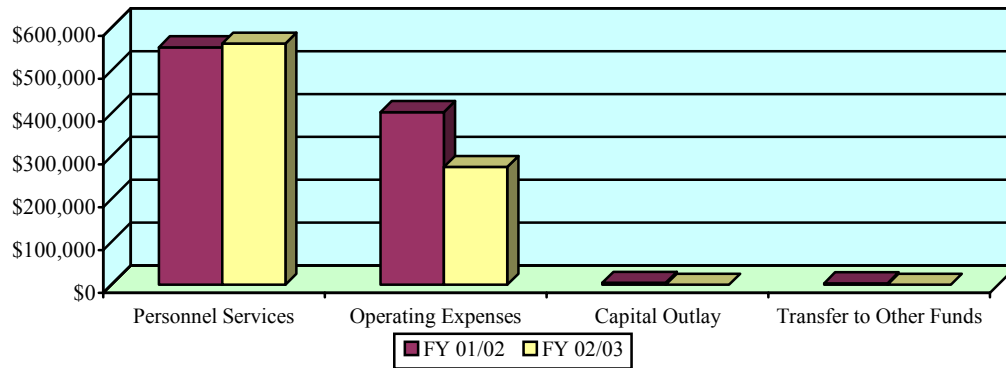
Appropriation: \$ 837,318

The City Manager is appointed by the Mayor and confirmed by a majority vote of the City Council. The City Manager performs the duties of the chief administrative officer of city government. As such, the City Manager is responsible for all day-to-day operations of city departments including employment matters, operational issues, and the development and maintenance of the annual budget. The City Manager informs the Governing Body on the financial condition of the city, and formulates recommendations to the Mayor and the Council on matters concerning the health, safety and welfare of the city and its citizens, or for the improvement of administrative or departmental functions and services. The City Manager also oversees the Internal Audit function.

The General Fund operating budget of \$837,318 provides funding for salaries and benefits of the City Manager and 2 staff members, and for 2 Internal Auditors and 1 Public Information Officer. Also, the City Manager's operating budget contains \$15,200 for public defender services and \$49,360 for miscellaneous professional contracts.

| <u>POSITION/CLASSIFICATION</u> | <u>FY 01/02 ACTUAL</u> | <u>FY 02/03 BUDGET</u> |
|--|----------------------------|----------------------------|
| City Manager | 1 – EX | 1 – EX |
| Public Information Officer | 1 – EX | 1 – EX |
| Office Manager | 1 – EX | 1 – EX |
| Executive Administrator | 1 – EX | 1 – EX |
| Regional Planning Authority Planning Coordinator | 1 – EX | 0 – EX |
| Internal Auditor | <u>2</u> – CLFT | <u>2</u> – EX |
| TOTAL: | 7 | 6 |

EXPENDITURE CLASSIFICATION



| | FY 01/02 <u>REVISED</u> | FY 02/03 <u>APPROPRIATION</u> |
|-------------------------|----------------------------|----------------------------------|
| Personnel Services | \$ 554,212 | \$ 562,549 |
| Operating Expenses | 402,493 | 274,769 |
| Capital Outlay | 4,403 | 0 |
| Transfer to Other Funds | <u>3,400</u> | <u>0</u> |
| TOTAL: | \$ 964,508 | \$ 837,318 |

The City Attorney's Office provides the city with legal counsel on all issues affecting the city and protects the city's interest in litigation. The City Attorney advises the Mayor, City Council, City Manager and Departments on legal issues and determines the legality of ordinances, resolutions, contracts, conveyances and other documents. The City Attorney also advises city boards, committees and commissions on matters within their respective jurisdiction, and works with the various city departments on special issues.

2001/02 Operational Highlights:

- Actively participated in mediation on a proposed regional settlement of water rights issues.
- Assumed leadership role in developing and implementing all necessary steps to move forward with the San Juan/Chama surface water diversion project, and actively worked to negotiate a perpetual agreement with the Bureau of Reclamation for the project's water production.
- Improved internal work delegation, management and monitoring of workload.

2002/03 Goals and Objectives:

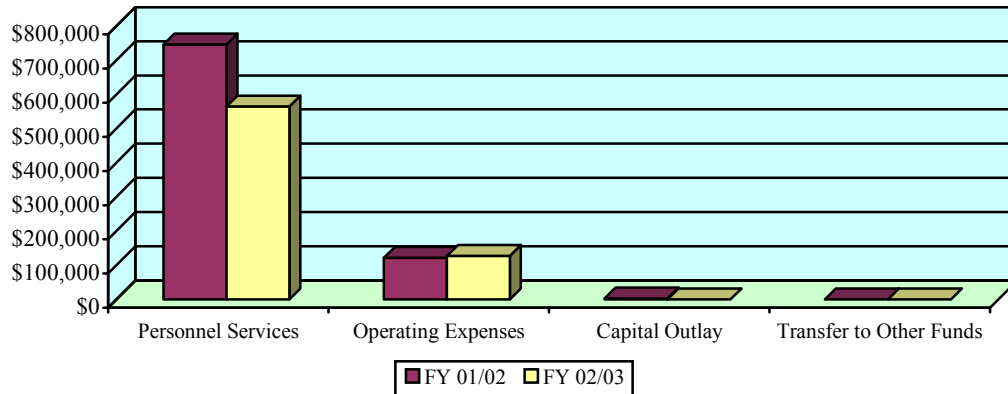
- To continue to provide service levels for growing city demands.
- To maintain a customer service orientation for City Attorney's Office staff.
- To implement improved quasi-judicial appeal procedures.
- To identify and improve methods for dealing with long-term water supply goals.
- To continue to limit the city's liability and exposure.

Budget Commentary:

The FY 2002/03 General Fund operating budget of \$692,582 provides funding for the City Attorney and staff, the Municipal Prosecutor's contract of \$26,609, \$36,491 for outside counsel contracts, and \$2,000 for special Municipal Court judges and prosecutors for cases involving conflicts of interest. Other major expenses include miscellaneous professional service contracts in the amount of \$5,500 and various subscription and book updates for the law library at a cost of \$24,000. As of FY 2002/03, an Assistant City Attorney and Paralegal are now funded by the Water Division due to their responsibility for legal aspects of water resource matters.

| <u>POSITION/CLASSIFICATION</u> | <u>FY 01/02 ACTUAL</u> | <u>FY 02/03 BUDGET</u> |
|--------------------------------|----------------------------|----------------------------|
| City Attorney | 1 – EX | 1 – EX |
| Assistant City Attorney | 4 – EX | 4 – EX |
| Assistant City Attorney | 1 – CLFT | 1 – CLFT |
| Office Manager | 1 – EX | 1 – EX |
| Paralegal | <u>3</u> – CLFT | <u>3</u> – CLFT |
| TOTAL: | 10 | 10 |

EXPENDITURE CLASSIFICATION



| | <u>FY 01/02 REVISED</u> | <u>FY 02/03 APPROPRIATION</u> |
|-------------------------|-----------------------------|-----------------------------------|
| Personnel Services | \$ 746,178 | \$ 564,922 |
| Operating Expenses | 121,661 | 127,660 |
| Capital Outlay | 2,732 | 0 |
| Transfer to Other Funds | <u>542</u> | <u>0</u> |
| TOTAL: | \$ 871,113 | \$ 692,582 |

City Clerk

Appropriation: \$ 997,256

The City Clerk's official functions require the office to maintain custody of City Council and all board, committee and commission minutes, ordinances and resolutions, all official contracts and other official records approved by the Governing Body; attend all meetings of the Governing Body, in accordance with state statute; set public hearing items to be considered by the Governing Body and publish adoptions of ordinances upon passage; furnish copies of public records upon request; and prepare City Council packets twice monthly. Other functions of the City Clerk include:

| | |
|---|----------------|
| <u>Administration</u> - To oversee and maintain an accessible public records storage system of proceedings of the Governing Body as well as all its committees and city departments | \$423,570 |
| <u>Records Management</u> - To continue to create and implement reliable, efficient and cost-effective records management programs | 103,351 |
| <u>Graphics</u> - To provide graphic design and consultation services for all city departments and act as city liaison for graphic services | 116,543 |
| <u>Duplicating Services</u> - To provide copy services for all city departments, reproduce and bind City Council and major committee and department reports, and maintain the copy machines in good working order | 150,455 |
| <u>Mail and Delivery Service</u> - To provide for the most efficient and cost-effective distribution and collection of city mail, memoranda and other materials to all city offices | <u>203,337</u> |
| | \$ 997,256 |

2001/02 Operational Highlights:

- Administered and conducted the March 2002 Regular Municipal Election, including verification and certification of nominating petitions for candidates.
- Updated and printed precinct/district maps following redistricting.
- Designed and produced new four-color Santa Fe Trails bus schedules in English and Spanish, both in print and on the city's web page.

2002/03 Goals and Objectives:

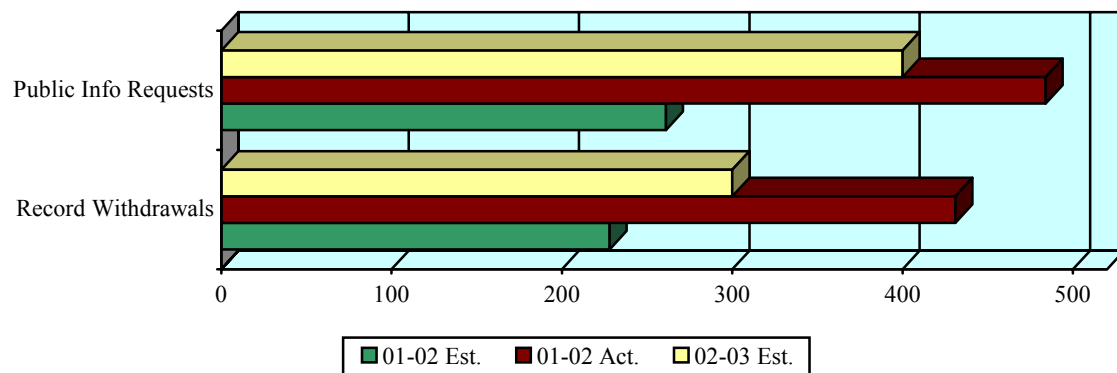
- To publish and provide updates for the City Code and City Council minutes on the city's web page.

- To complete indexing of all microfilm stored at State Records and Archives and develop a professional services agreement to enable continued storage at the Archives.
- To automate the outgoing mail system, including overnight and second day mail service, to reduce costs and save staff time.
- To investigate the possibilities for cost savings and efficiency improvements that might be gained from a bar coding system for records storage/retrieval and an online interactive forms system.

Budget Commentary:

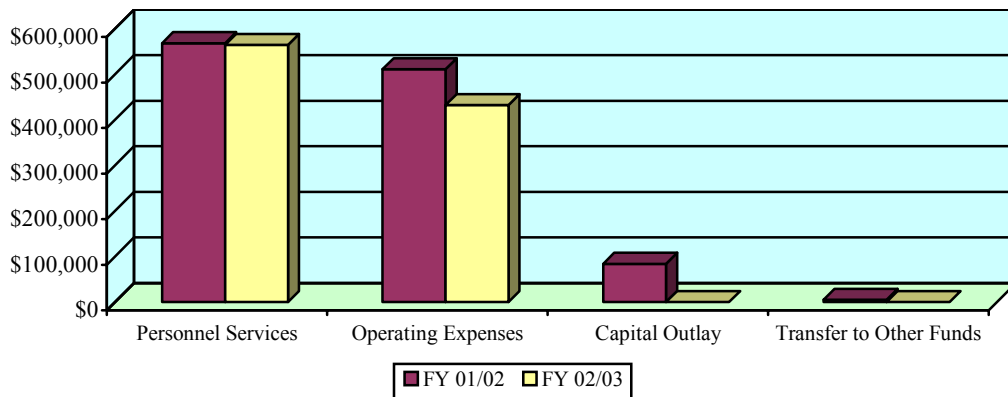
The General Fund provides the funding support for the City Clerk's operating budget of \$997,256. This includes salaries and benefits for 12 employees; maintenance and repair contracts of \$75,225 for the duplicating machines; postage and shipping expenses for city departments; and stenographer services and other professional contracts in the amount of \$110,000.

| <u>Standard Program Measurements:</u> | <u>01/02</u> <u>EST.</u> | <u>01/02</u> <u>ACTUAL</u> | <u>02/03</u> <u>EST.</u> |
|--|-----------------------------|-------------------------------|-----------------------------|
| 1. Number of information requests for public records | 261 | 484 | 400 |
| 2. Boxes of records stored | 845 | 1,045 | 1,050 |
| 3. Individual records/images microfilmed | 42,762 | 85,339 | 90,000 |
| 4. Record withdrawals | 228 | 431 | 300 |
| 5. Boxes of records destroyed | 971 | 2,115 | 1,250 |
| 6. Duplication requests completed | 1,038 | 2,123 | 1,900 |
| 7. Bulk mail savings | \$2,650 | \$14,410 | \$10,000 |



| <u>POSITION/CLASSIFICATION</u> | <u>FY 01/02 ACTUAL</u> | <u>FY 02/03 BUDGET</u> |
|--------------------------------|----------------------------|----------------------------|
| City Clerk | 1 – EX | 1 – EX |
| Assistant City Clerk | 1 – CLFT | 1 – CLFT |
| Administrative Secretary | 1 – CLFT | 1 – CLFT |
| Duplicating Supervisor | 1 – CLFT | 1 – CLFT |
| Duplicating Technician | 2 – CLFT | 2 – CLFT |
| Graphic Artist | 1 – CLFT | 1 – CLFT |
| Graphic Artist Senior | 1 – CLFT | 1 – CLFT |
| Microfilm Technician | 1 – CLFT | 1 – CLFT |
| Office Manager | 1 – EX | 1 – EX |
| Records Management Specialist | <u>2</u> – CLFT | <u>2</u> – CLFT |
| TOTAL: | 12 | 12 |

EXPENDITURE CLASSIFICATION



| | <u>FY 01/02 REVISED</u> | <u>FY 02/03 APPROPRIATION</u> |
|-------------------------|-----------------------------|-----------------------------------|
| Personnel Services | \$ 568,625 | \$ 564,571 |
| Operating Expenses | 511,313 | 432,685 |
| Capital Outlay | 84,034 | 0 |
| Transfer to Other Funds | <u>5,066</u> | <u>0</u> |
| TOTAL: | \$ 1,169,038 | \$ 997,256 |

As the umbrella organization for the visitor industry, the Convention and Visitors Bureau brings together the city government, tourism-related associations, the Sweeney Convention Center, hotels, restaurants, attractions, art galleries, tour and transportation operators and other businesses interested in serving visitors. Together, these entities work to present Santa Fe as a visitor and conference destination. The Bureau is the city of Santa Fe's liaison with potential visitors to the area. It acts as a central clearinghouse, a conference-service provider and a marketing and promotional agency. In sum, the Bureau is a key economic coordinator for the community.

The primary resource used by the Bureau to support its activities is the Lodgers' Tax. The Lodgers' Tax derives its revenue from the collection of an occupancy tax imposed on lodging within the municipality. The tax is restricted as to use, and may only be expended for advertising, publicizing and promoting tourist facilities and attractions, the cost of safety and sanitation services, for special events, administrative costs, constructing and operating convention halls and similar facilities, and for payment of principal and interest on revenue bonds issued for construction or acquisition of these facilities. However, in July, 1996 the State Legislature approved legislation to provide more flexibility in use of the tax. The city of Santa Fe has imposed the maximum increment of 5% of the authorized tax for utilization as follows:

3% - For advertising, publicizing and promoting the city of Santa Fe, including Sweeney Convention Center and tourist facilities and attractions, and for operating and improving the convention center. Of the 3%, at least one-half must be expended on advertising and promotion.

1% - This increment, imposed effective July, 1987, is dedicated to the promotion and advertising of non-profit performing arts and attractions that promote tourism and enrich the entire community. By state law, of the 1%, at least one-fourth must be expended on advertising and promotion.

1% - This increment, imposed effective May, 1999, is dedicated for a new convention center or major improvements of the current convention center. Although at least one-fourth must be expended on advertising and promotion for the two 1% increments combined, all of the first 1% increment is expended for those purposes so the city continues to meet or exceed the state requirement.

Total Lodgers' Tax collections for FY 2002/03 are projected at \$5,476,374. All funds are deposited into the Lodgers' Tax Fund (2114) and distributed to support various citywide activities.

2001/02 Operational Highlights:

- Developed and improved the Santa Fe Visitor's Guide, including emphasis on the area's scenic beauty and an improved layout, gallery and international section.
- Implemented a new advertising campaign focusing on Santa Fe's natural beauty and multi-cultural environment.
- Completed the marketing plan and developed a consolidated meeting planner/media tour kit.
- Completed several major improvement projects at the Sweeney Convention Center.

- Implemented an improved preventive maintenance program and improved the internal system for ordering and inventory of supplies.
- Streamlined the evaluation and selection process for food/beverage and security services providers.
- Assessed, reviewed, and modified the Convention Center rate structure, including an affordable government rate pricing system.
- Developed and implemented an internal events organization system offering management from the first phone calls to the time of event; also rewrote information packets sent to potential clients.

2002/03 Goals and Objectives:

- To enhance Lodgers' Tax revenue generation through trade shows, familiarization tours, and an aggressive advertising and public relations campaign.
- To increase the number of site and familiarization trips into Santa Fe, particularly among travel writers, meeting planners, tour operators, and film industry organizers.
- To deliver and mail 525,000 visitors guides.
- To implement a new effort between area hotels, destination management companies, restaurants and merchants which will ensure efficient booking of major groups during the slower winter months.
- To work with the community through the Cultural Arts and Tourism (CAT) board members to implement the CAT plan by promoting cultural tourism.
- To increase the volume of business at the Sweeney Center, including: a 10% increase in trade show business; a 10% increase in the number of conferences; a 30% increase in the number of business meetings; a 20% increase in the number of weddings; and a 10% increase in the number of holiday parties held at the Convention Center.
- To continue to beautify the Sweeney Center grounds and facility, and to continue to set a high standard for facility maintenance and cleanliness.

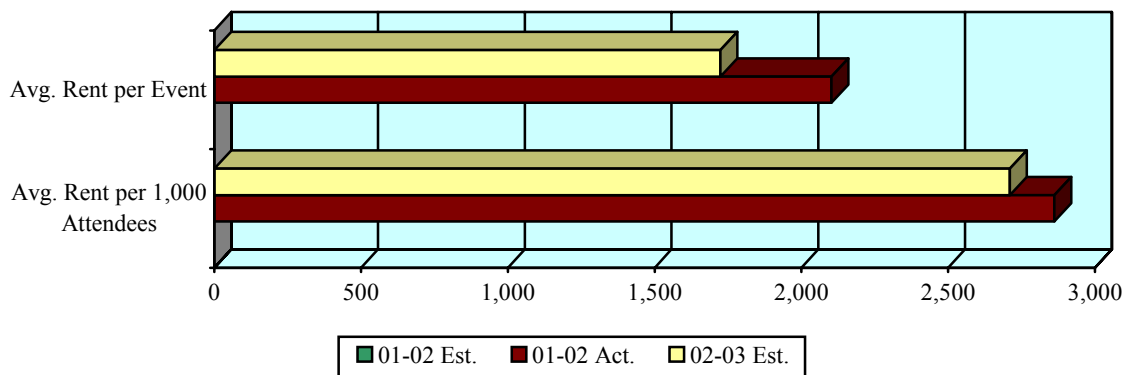
Budget Commentary:

The FY 2002/03 operating budget for the Convention and Visitors Bureau (CVB) is \$2,309,077 which is supported by the Promotion Lodgers' Tax Fund (2115) and Lodgers' Tax Fund (2113). This provides funding for the salaries and benefits of 15 staff members, an advertising budget of \$625,000 that is used for promotion purposes, and a travel budget of \$68,138.

The operating budget for Sweeney Center Operations is \$844,398 and is supported by the Sweeney Center Enterprise Fund (5100). The major expenses include salaries and benefits for 11 staff members; and operations and maintenance costs for the convention center. The large transfer out in FY 2001/02 was for support of Sweeney Center capital improvements. One Convention Services Manager was deleted during the FY 2002/2003 budget process.

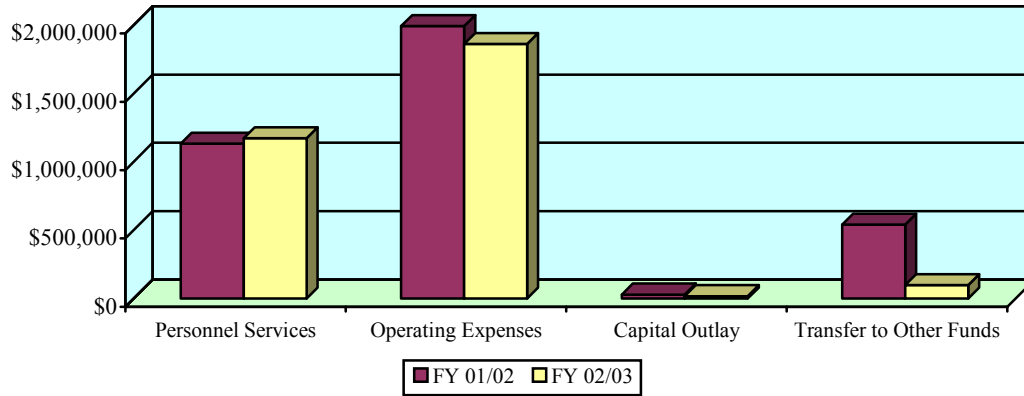
| <u>Standard Program Measurements:</u> | <u>01/02 EST.</u> | <u>01/02 ACTUAL</u> | <u>02/03 EST.</u> |
|--|-----------------------|-------------------------|-----------------------|
| 1. Lodgers' Tax collected | \$5,422,153 | \$5,438,036 | \$5,476,374 |
| 2. Santa Fe Information/Referral Requests | 260,000 | 291,597 | 281,000 |
| 3. Lodging—room nights | N/A* | 14,988 | 20,000 |
| 4. Number of major Sweeney Center events | N/A* | 59 | 79 |
| 5. Average rental income per event | N/A* | \$ 2,102 | \$ 1,724 |
| 6. Number of Sweeney event attendees (est.) | N/A* | 43,335 | 50,270 |
| 7. Average rental income per 1,000 attendees | N/A* | \$ 2,862 | \$ 2,710 |

*New performance measure – no goal set for previous fiscal year



| <u>POSITION/CLASSIFICATION</u> | <u>FY 01/02 ACTUAL</u> | <u>FY 02/03 BUDGET</u> |
|---|----------------------------|----------------------------|
| Convention & Visitors Bureau Director | 1 – EX | 1 – EX |
| Administrative Secretary | 2 – CLFT | 2 – CLFT |
| Administrative Assistant | 1 – CLFT | 1 – CLFT |
| Convention Service Manager | 1 – EX | 0 – EX |
| Convention Service Supervisor | 1 – CLFT | 1 – CLFT |
| Convention Specialist | 7 – CLFT | 7 – CLFT |
| CVB Mail Courier | 3 – CLFT | 3 – CLFT |
| Mailroom Specialist Lead Worker | 1 – CLFT | 1 – CLFT |
| Convention Center Operations Manager | 1 – CLFT | 1 – CLFT |
| Convention Center Operations Supervisor | 1 – CLFT | 1 – CLFT |
| Information Specialist | 4 – CLFT | 4 – CLFT |
| Project Manager | 1 – CLFT | 1 – CLFT |
| Sales & Marketing Assistant | 1 – CLFT | 1 – CLFT |
| Sales & Marketing Manager | <u>2</u> – EX | <u>2</u> – EX |
| TOTAL: | 27 | 26 |

EXPENDITURE CLASSIFICATION



| | FY 01/02 <u>REVISED</u> | FY 02/03 <u>APPROPRIATION</u> |
|-------------------------|----------------------------|----------------------------------|
| Personnel Services | \$ 1,132,561 | \$ 1,172,589 |
| Operating Expenses | 1,995,318 | 1,863,962 |
| Capital Outlay | 30,044 | 18,000 |
| Transfer to Other Funds | <u>541,960</u> | <u>98,924</u> |
| TOTAL: | \$ 4,161,133 | \$ 3,153,475 |